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AUTHOR Frase, Robert W.
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ABSTRACT

This paper reviews UNESCO activities for the collection of national production data of audiovisual materials and microforms and presents possible approaches to the task. UNESCO has for some years collected data on the production of printed materials, but while recognizing the need for collecting similar statistics on nonprint media, it has not yet done so. If UNESCO were to undertake the task, it would be necessary to enlist the aid of international associations and the national associations of producers of these materials. A first step would be to contract the drafting of a collection instrument (questionnaire) to include definitions and instructions in consultation with persons designated by the principal international associations concerned. Copies of report forms for microforms as specified by the new American National Standard for Compiling Microform Publishing Statistics are attached as appendices. (FAA)

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Collecting National and International Data on the
Production of Audio, Visual, and Microform Materials

By

Robert W. FRASE
Executive Director
American National Standards Institute Committee Z39,
Library and Information Sciences and Related Publishing
Practices.
Washington D.C., USA

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Collecting National and International Data on
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by

ROBERT W. FRASE

In 1964 the General Conference of UNESCO adopted a "Recommendation Concerning the International Standardization of Statistics Relating to Book Production and Periodicals". This recommendation included standard definitions for books, pamphlets and periodicals (including newspapers) published in printed form, and methods of enumeration which covered collecting national data on the number of titles published and the number of copies produced in subject matter categories, broken down by books, pamphlets, periodicals and newspapers; and for books and pamphlets by first editions, reeditions and reprints.

This Recommendation became the basis about two years later for the items included in the collection forms used by UNESCO for compiling national publishing data. The result of this standardization has been more uniform data on publication of printed materials in UNESCO member countries and more comparable reporting to UNESCO of national figures. For example, in the United States of America the two organizations principally responsible for the collection of publishing data, the R.R. Bowker Company for book title production, and the U.S. Bureau of the Census for data on number of copies sold of books, pamphlets, periodicals and newspapers, largely adopted the definitions in the 1964 Recommendation.

Also, in the United States, two voluntary national standards have been published by the American National Standards Institute incorporating the provisions of the 1964 Recommendation: American National Standard For Compiling Book Publishing Statistics, Z39.8, first published in 1968 and reissued with slight changes in 1977; and American National Standard For Compiling Newspaper and Periodical Publishing Statistics, Z39.39, published in 1979.

In 1979 another and related recommendation was adopted by the UNESCO General Conference, the "Recommendation Concerning the International Standardization of

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Library Statistics". This Recommendation dealt among other things with reporting the holdings of libraries of several specified types, including their holdings of books, periodicals and newspapers, but not of audio, visual, and microform materials. This recommendation formed the basis for the data collection forms sent out by UNESCO at periodic intervals to member nations until 1978. By 1976 it had become clear that library collections included much more than the traditional published materials, and that the UNESCO data collection forms for libraries needed to be revised to include additional materials. As reported by K. Hochgesand to the 44th IFLA Congress in 1978:

"As a first step towards the gradual revision of the present UNESCO data collection programme, a contract was given to IFLA in December 1976 for the preparation of a working paper on the extension and updating of the 1970 Recommendation so as to include audio-visual materials and other pertinent items, judged developed enough for inclusion in such an international instrument. A first draft of the paper was circulated among the members of a small advisory group in July 1977. It was further discussed during a preconference to the annual session of the Statistics Committee in Brussels in August 1977. The comments and observations made at both the preconference and the meeting of the Statistics Committee were incorporated in the final version of the working paper which was submitted in January 1978".

The 1978 UNESCO data collection forms on libraries were revised on the basis of this report to include data on manuscripts, microforms, and audiovisual materials.

Even before this time, however, the increasing importance of educational, scientific, cultural and microform materials appearing in forms other than print was recognized in connection with another UNESCO instrument, the "Agreement on the Importation of Educational, Scientific and Cultural Materials" commonly known as the Florence Agreement adopted by the 1950 UNESCO General Conference in Florence Italy. By 1976, this Agreement, binding the adhering countries not to impose import duties (tariffs) or discriminatory taxation on, among other things, printed books, periodicals, newspapers and music, had been placed in force as an international treaty or convention in 69 countries. This exemption from import duties applied to these published materials whether or not they were specifically designed for educational purposes or by whom they were imported. The 1950 Agreement also covered some audio and visual materials, such as motion pictures and recordings, but required that these materials be certified as being of an educational, scientific or cultural nature and that they be imported by approved institutions, usually government agencies or educational institutions. There

was also another and earlier UNESCO sponsored instrument, the "Agreement on Facilitating the International Circulation of Visual and Auditory Materials of an Educational, Scientific, and Cultural Character", commonly referred to as the Beirut Agreement, which had been approved by the General Conference in 1948. This earlier convention, which has never been as widely adopted as the Florence Agreement provided for duty free entry of audio and visual materials only if they were certified as being of an educational scientific or cultural character by authorities of the producing country.

After several years of developmental work including a preparatory conference of experts in Paris in March, 1976, the General Conference of UNESCO meeting in Nairobi in November, 1976 adopted a Protocol (or supplement) to the Florence Agreement which, among other things, recognized the increasing importance of audio, visual and microform materials by granting to them the same duty-free status as printed books, music, periodicals and newspapers, without certifications or limitations on who may import. This Protocol to date has been adopted only by one small country, but the European Common Market countries and the United States of America are expected to adhere within the next year or so.

It now seems clearly desirable that UNESCO in its collection of data on national production of educational, scientific and cultural materials broaden the types of materials covered beyond the traditional printed materials to include audio, visual and microform materials. One way of doing this would be to follow the route taken with respect to the Florence Agreement, developing a Protocol (or supplement) to be tacked on to the 1964 Recommendation.

Another and quicker method would be to follow the method used with respect to library statistics, adding audio and visual and microform materials to the data collection forms, using the general authority of UNESCO to collect statistics within its area of competence.

What should be included in adding to the UNESCO data collection instruments coverage of the production of audio and visual materials and microforms? UNESCO already collects data on films in its periodic questionnaires on communications, the latest of which is dated 1978. This questionnaire covers production of only national production and imports of "long" and "short" films intended for commercial exhibition in cinemas. It does not include educational, instructional and recreational films which are shown in educational institutions, shown and lent by libraries, and used in a variety of ways other than commercial exhibition in cinemas, which need to be added.

In the United States of America the trade and professional association of producers of educational audio visual materials, the Association of Media Producers, (AMP) conducts an annual survey on the monetary (dollar) amount of sales of audio visual materials in the following categories:

- 16 millimeter films and recorded video tapes
- 8 millimeter sound; silent films
- filmstrips, silent and sound
- prepared overhead projections
- 2" X 2" slides
- records
- prerecorded reel, cassette, audio tapes
- study prints
- multimedia kits
- games, realia, etc.

No data is collected by AMP or by anyone else in the United States on the number of titles of these materials produced or the number of copies sold or otherwise distributed.

With respect to microforms there is a new American National Standard For Compiling U.S. Microform Publishing Statistics, Z39.40 (1979). This standard covers with the compilation of data on microform titles published each year, broken down by types and by microform format. Copies of the two reports forms included in this standard are attached as appendices to this paper. As yet no agency, public or private, has agreed to do the actual collection and publication of the data called for on these report forms.

If UNESCO were to undertake to collect data on national productions of audio, visual and microform materials as it does now for printed publications, it would be desirable - in fact necessary - to secure the advice and enlist the cooperation of the international associations (such as the International Publishers Association and the International Federation of the Phonographic Industry), and the national associations of producers of these materials. One way to start this process would be for UNESCO to let a contract, as was done in the case of adding materials to its library surveys, for the drawing up of a proposed collection instrument (questionnaire) including definitions and instructions in consultation with persons designated by the principal international associations concerned.

ATTACHMENT

Report Form A

Number of Original Microform Titles Published
(Note 1)

Fill in one:
 Calendar Year _____ (Preferred)
 Fiscal Year Ending _____

Categories (Note 2)	Grand Total (Note 3)	Microform Format in Which Titles Were Published (Note 1)						
		Roll Film			Microfiche		Micro-Opaques	
		16mm	35mm	Other	105 X 148 mm	Other	Photo- graphic	Printed
(1) Books								
(2) Pamphlets								
(3) Periodicals								
(4) Newspapers								
(5) Government Documents								
(6) Technical Reports								
(7) Academic Dissertations								
(8) Manuscripts								
(9) Engineering and Architectural Drawings, Blueprints, Maps (includ- ing charts), and other unbound sheets								
(10) Collections								
(11) Other (specify):								

NOTES:

- (1) Indicate how many titles are available in each format in the current calendar year (preferred) or fiscal year.
- (2) Indicate title under only one category.
- (3) Count each title only once, even if it is available simultaneously in more than one format. The grand total may be less than the sum of the other columns.
- (4) A collection of micropublications or microrepublications is to be reported only when its component parts cannot be distinguished.

**American National Standard
for Compiling U.S. Microform
Publishing Statistics**

Secretariat
Council of National Library and Information Associations

Approved February 9, 1979
American National Standards Institute, Inc

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Report Form B

Number of Microform Titles Republished (Note 1)

Fill in one:

Calendar Year _____ (Preferred)

Fiscal Year Ending _____

Categories (Note 2)	Grand Total (Note 3)	Microform Format in Which Titles Were Published (Note 1)					
		Roll Film			Microfiche		Micro-Opaques
		16mm	35mm	Other	105 X 148 mm	Other	Photo- graphic Printed
(1) Books							
(2) Pamphlets							
(2) Periodicals							
(4) Newspapers							
(5) Government Documents							
(6) Technical Reports							
(7) Academic Dissertations							
(8) Manuscripts							
(9) Engineering and Architectural Drawings, Blueprints, Maps (includ- ing charts), and other unbound sheets							
(10) Collections							
(11) Other (specify):							

NOTES:

- (1) Indicate how many titles are available in each format in the current calendar year (preferred) or fiscal year.
- (2) Indicate title under only one category.
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